

# **EXHIBIT 84**

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2024

# Big Facts

**Current Culture Index 2024**

This report looks at the brands, products, and metrics that defined StockX in 2023 along with our predictions for the year ahead.

## StockX Milestones

2023 made for new global milestones – StockX surpassed 50 million lifetime trades and set new trade records in key markets including France, Mexico and Spain.

**50M+**  
lifetime trades**15M+**  
lifetime buyers**1.7M+**  
lifetime sellers

## 2023 Brings Record Trades in New Markets

**MEXICO****FRANCE****SPAIN**

## Female Users Grow to 38% in 2023

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## Sneakers

After a year of record-breaking growth, Asics bumped Converse out of the top five rankings to land at No. 5.

### Sneakers

#### Top Brands Total Trades (2023)

Rank*	Brand
1	
2	JORDAN
3	adidas®
4	new balance
5	asics

#### Sneaker Brands Making Moves



##### MSCHF

Known for its out-of-the-box designs, the success of the very viral Big Red Boots pushed MSCHF to 240% growth on StockX.



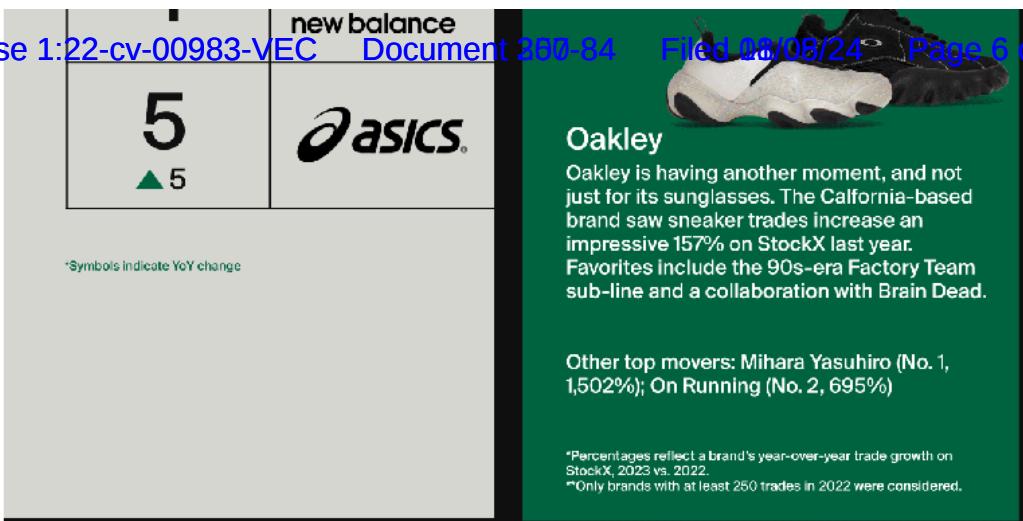
##### Asics

Asics saw hockey stick growth last year – sneaker trades increased 239%, and the brand moved from the No. 10 top-traded sneaker brand in 2022 to No. 5 in a single year.



##### Oakley

Oakley is having another moment, and not just for its sunglasses. The California-based



## Oakley

Oakley is having another moment, and not just for its sunglasses. The California-based brand saw sneaker trades increase an impressive 157% on StockX last year. Favorites include the 90s-era Factory Team sub-line and a collaboration with Brain Dead.

Other top movers: Mihara Yasuhiro (No. 1, 1,502%); On Running (No. 2, 695%)



\*Percentages reflect a brand's year-over-year trade growth on StockX, 2023 vs. 2022.  
\*\*Only brands with at least 100 trades in 2022 were considered.

# Apparel

Fear of God held on to the No. 1 spot on StockX's list of top-traded apparel brands. Below, we also look at some of the brands that saw the biggest year-over-year trade growth.

## Apparel

### Top Brands Total Trades (2023)

Rank*	Brand
1	FEAR OF GOD
2	Supreme
3	Nike
4	BAPE
5	Stüssy

\*Symbols indicate YoY change

### Apparel Brands Making Moves



#### Arcteryx

Arcteryx (No. 3 fastest-growing apparel brand) achieved 186% growth year-over-year, proving that outdoor performance wear has cemented its place in hype culture.



#### Represent & Corteiz

UK-born streetwear brand Represent (No. 2) saw impressive gains, growing 361%. Corteiz – another UK native – narrowly missed the top five fastest-growing rankings, landing at No. 6 with 113% trade growth year-over-year.



#### Stüssy

Though it didn't rank among the top five fastest-growing apparel brands, streetwear staple Stüssy made one of the biggest jumps on the list, moving from No. 22 in 2022 to the No. 11 top-traded apparel brand in 2023.

Other top movers: Denim Tears (No. 1, 694%); Drake (No. 4, 160%); Sp5der (No. 5, 145%)

\*Percentages reflect a brand's year-over-year trade growth on StockX, 2023 vs. 2022.  
\*\*Only brands with at least 100 trades in 2022 were considered.

# Accessories

StockX's list of top-traded accessories brands saw lots of changes in 2023. Swatch moved up to No. 2 thanks to successful collaborations, Telfar was bumped down to No. 3, and Louis Vuitton broke into the top five.

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## Accessories Brands Making Moves



### Jacquemus

Jacquemus – which offers luxury at a more accessible price point compared to other French fashion labels – saw trades surge by 111%, making it the No. 3 fastest-growing accessories brand on StockX in 2023.



### Coach

Coach (No. 4) saw trades tick up 77%, fueled almost entirely by demand for the Swinger 20 Bag in Cherry Print. Based on a 1980s archival Coach design, the bag quickly sold out online and continues to trade for a premium on StockX.



### Louis Vuitton

LV moved up one spot to rank among the top five best-selling accessories brands on StockX in 2023. With Pharrell's appointment, the brand is poised for a new chapter in 2024.

Other top movers: Oakley (No. 1, 268%); Jordan (No. 2, 199%); Corteiz (No. 5, 68%)

\*Percentages reflect a brand's year-over-year trade growth on StockX, 2023 vs. 2022.

\*\*Only brands with at least 100 trades in 2022 were considered.

## Accessories

### Top Brands

Total Trades (2023)

Rank*	Brand
1	Supreme
2	swatch+
3	TELFAR
4	NIKE
5	LOUIS VUITTON

\*Symbols indicate YoY change

# Collectibles & Electronics

Bearbrick moved up one spot and overtook Lego to land at No. 1 in collectibles. In the electronics space, Apple and Meta made gains to land at No. 2 and No. 4 respectively.

## Collectibles

### Top Brands

Total Trades (2023)

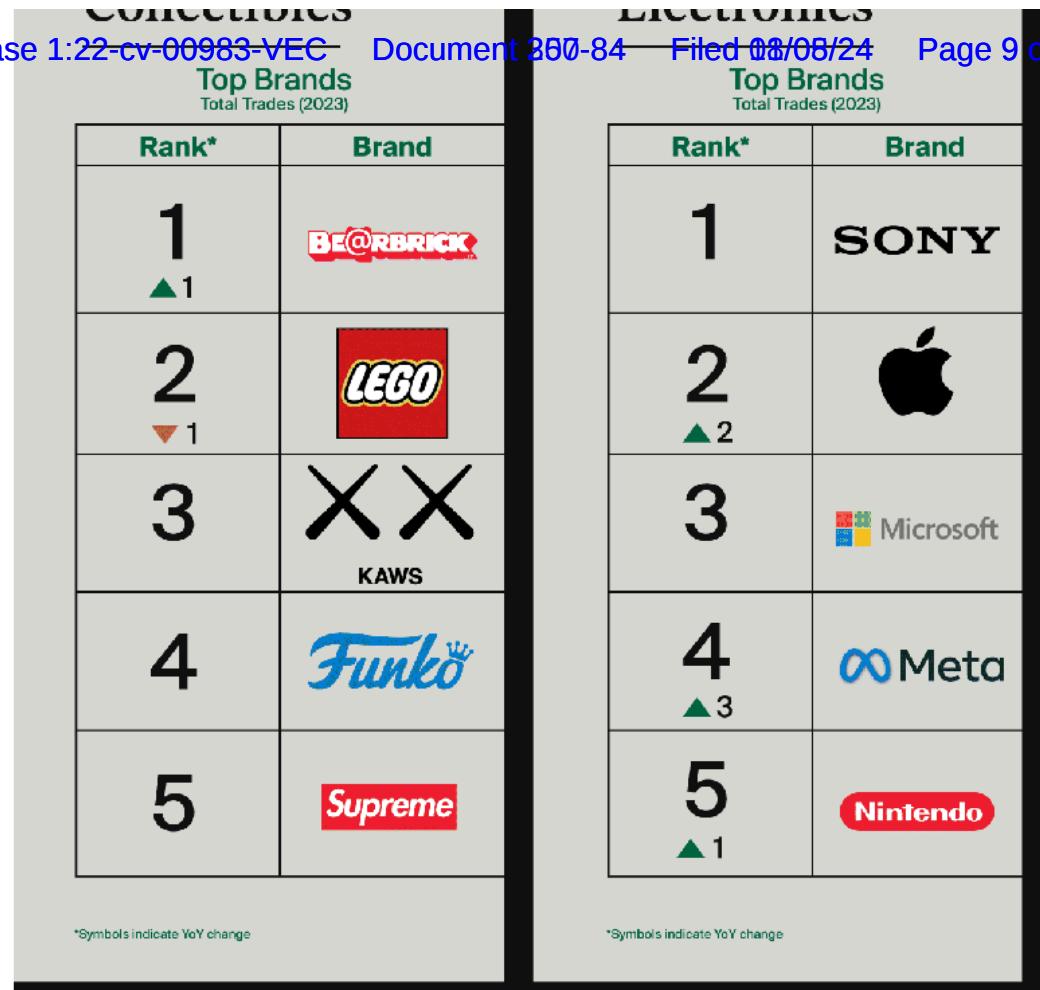
Rank*	Brand

## Electronics

### Top Brands

Total Trades (2023)

Rank*	Brand



## Verification Check

Every item traded on StockX is put through a rigorous verification process facilitated by one of StockX's verification experts.

StockX Verification Centers stretch across three continents.



The StockX team includes hundreds of verification experts around the world.



In the last 12 months, StockX protected customers by rejecting more than

**325,000**

products – collectively valued at more than

**\$80M**

– because they didn't meet the company's verification standards.



Every purchase on StockX is backed by our Buyer Promise. Should we make a mistake (e.g. we ship you the wrong order, we incorrectly verify an item), we'll make it right.

## A Look Ahead: 2024



### Bid Adieu to Boring

Sneaker brands played it safe in 2023, with classic retro models and neutral colorways dominating the release cycle. We're predicting a resurgence of out-of-the-box designs in the new year. Think vibrant prints and pony hair, head-turning styles like the Martine Rose Nike Shox MR4 Mule, and more first-of-their-kind silhouettes like Cactus Plant Flea Market's futuristic Air Flea 2.



### Hardwood Hits

Performance basketball has been on a hot streak with Kevin Durant's KD line, Ja Morant's Ja 1 shoes, and LaMelo Ball's MB.01 all performing well throughout 2023. But the category got its biggest boost late in the year with the relaunch of the Kobe line. Other hot entrants – including Anthony Edwards' AE 1, Devin Booker's first signature shoe, and a rumored release from Jerry Lorenzo – have us excited for the new year.



### What's Old is New

From Supreme x Corteiz to Pharrell Williams' new chapter at Louis Vuitton, the most attractive team-ups in 2024 may be those that mix old and new. Heritage streetwear brands like Supreme and Stüssy remain ever-popular on the resale market, but newcomers also flourished in 2023 – the fastest-growing apparel brands on StockX are younger labels like Denim Tears (+694%), Represent (+361%), Sp5der (+145%), and Corteiz (+113%). Is uniting the old guard and the new the secret to success?

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\*Percentages reflect a brand's year-over-year trade growth on StockX, 2023 vs. 2022.



## Y2K Runners Aren't Going Anywhere

Retro-inspired runners had a breakout year in 2023, and demand isn't slowing this year. Running shoes have made their way into mainstream sneaker culture, with brands like Asics and New Balance leading the charge. Many of the year's fastest-growing sneaker silhouettes – the Asics Gel-1130 and Gel Kayano 14, New Balance's 530, and Nike's Zoom Vomero 5 – have running roots. We expect to see even more demand for these mesh upper styles in 2024.



## Investing in Luxury

Value was top-of-mind for shoppers in 2023, and that won't change in the new year. Consumers will continue to think about price and value, and future investment potential will play a bigger role in purchasing decisions. On StockX, Louis Vuitton Bumbags and Goyard totes are some of the products showing consistent price appreciation.



## Leaning Into Loafers

Consumers will continue to diversify their closets in 2024, which we expect will mean even more growth for StockX's shoe category. Sneakers aren't going away, but more and more consumers are embracing a pre-pandemic formal aesthetic, and brands are delivering. Dr. Martens and Supreme teamed up for a loafer collaboration that helped Dr. Martens see a 33% spike in trades on StockX in 2023. Today's loafers aren't office-bound – they look just as good paired with faded jeans as they do with tailored trousers.

**StockX**



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## StockX

## StockX - 探索潮流行情

### Air Jordan

Air Jordan 1  
Air Jordan 高爾夫球鞋  
Air Jordan 4  
Air Jordan 5  
Womens Jordans  
Jordan 1 Mid

### Yeezy

Yeezy Boost 350  
Yeezy Boost 350 V2  
Yeezy Boost 700 V3  
Yeezy Boost 380  
Yeezy Foam RNNR  
Yeezy Slide

### 最新消息

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Bearbrick 43代盲盒 100%  
Xbox Series X  
PS5  
Air Max: By The Numbers

### 最新發售

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Hoka One One Anacapa Low Gore-Tex Black  
Nike Blazer Low Sacai White Patent Leather  
Nike Blazer Low Off-White University Red  
Nike Dunk Low Next Nature White Black (W)  
Nike Vaporwaffle sacai Black Gum

### Nike

Nike Dunk Low  
sacai  
Nike Air Max  
Nike Air Force 1  
Dunk High  
Nike Kobe

### Supreme

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配飾  
Supreme The North Face  
下身類  
帽T類  
Supreme Nike



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